

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov/>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov/>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Policy Impact Communications, Inc. 1401 K. Street NW, Suite 600 Washington, D.C. 20005	2. Registration No. <b>5936</b>
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3. Name of foreign principal The Ministry of Foreign Affairs of the Republic of Kazakhstan	4. Principal address of foreign principal 31, Street Tauelsizdik Left Bank of Essil River 010000 Astana Kazakhstan
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5. Indicate whether your foreign principal is one of the following:

- ☒ Foreign government
- ☐ Foreign political party
- ☐ Foreign or domestic organization: If either, check one of the following:
- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee              |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group        |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other (specify): _____ |
- ☐ Individual-State nationality \_\_\_\_\_

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6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant  
The Ministry of Foreign Affairs
- b) Name and title of official with whom registrant deals  
Yerzhan Ashikbayev, Chairman of Communications

7. If the foreign principal is a foreign political party, state:

- a) Principal address  
N/A
- b) Name and title of official with whom registrant deals  
N/A
- c) Principal aim  
N/A

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal.

N/A

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Owned by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page must be used.)

N/A

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10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

N/A

Date of Exhibit A	Name and Title	Signature
5/19/09	Benjamin May Corporate Counsel	

Exhibit B  
To Registration Statement  
Pursuant to the Foreign Agents Registration Act of 1938, as amended

**INSTRUCTIONS:** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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1. Name of Registrant Policy Impact Communications, Inc.	2. Registration No. 59360
3. Name of Foreign Principal The Ministry of Foreign Affairs of the Republic of Kazakhstan	

Check Appropriate Boxes:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

The focus of Policy Impact's representation of Kazakhstan will be to improve the trade relationship between the U.S. and Kazakhstan and to hone Kazakhstan's image in the U.S. To accomplish this goal, Policy Impact will work with traditional news outlets; private American companies; think tanks; NGO's; human rights committees; Helsinki Commission members and staff; bloggers; social media outlets; and online new sources. Policy Impact will also work on Kazakhstan's Web presence by creating or refining the current Web site and official Kazakhstan blog.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

--See Inserted Page--

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9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Policy Impact will endeavor to have removed the certification language and process regarding the Republic of Kazakhstan from the FY 2010 Foreign Operations Appropriations Act by working with Senate and House members to build support for removing certification language regarding the Republic of Kazakhstan. Policy Impact will also communicate with the United States Secretary of State Hillary Clinton concerning the certification process, and will illustrate Kazakhstan's progress in human rights.

Policy Impact will also demonstrate the benefits the United States will reap through the repeal of the Jackson-Vanick restrictions by building upon the support the Kazakh embassy has from Rep. Berkley and Jewish advocacy organizations. Policy Impact will also undertake to expand this support by meeting and working with Richard Lugar; Orrin G. Hatch; Bob Bennett; Mary L. Landrieu; Sam Brownback; Lisa Murkowski; Joseph Lieberman; Bob Corker; members of the Central Asia Caucus; and Members of the Friends of Kazakhstan Caucus.

Additionally, Policy Impact will meet with key members and staff of the Senate Finance and House Ways and Means Committee and the United States Trade Representatives (USTR) to advocate for Kazakhstan's accession to the World Trade Organization (WTO), and receipt of Most Favorable Nation (MFN) status through congressional briefings.

Further, Policy Impact will seek to aid in establishing and growing the Central Asian Caucus, and will work with the Caucus to coordinate events, congressional delegations, and CoDels with and to Kazakhstan.

Date of Exhibit B 5/20/09	Name and Title Benjamin May Corporate Counsel	Signature 
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Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

In addition to the political activities outlined in #9 below, Policy Impact will conduct a public relations campaign, and anticipates working with U.S. media outlets (reporters, columnists, and economic writers) on behalf of Kazakhstan, with the ultimate goal of placing articles relevant to the repeal of the Jackson-Vanick restrictions placed on Kazakhstan. Additionally, Policy Impact will coordinate a time for the media to participate in a private media tour of Kazakhstan to showcase Kazakhstan's improvement in human and democratic rights.

Policy Impact will also work with American corporations working in Kazakhstan in a concerted effort to improve trade relations between the U.S. and Kazakhstan. Further, Policy Impact will schedule events and programs, and also interact with think tanks, NGOs, and human rights communities to improve their perception of Kazakhstan.

Further, Policy Impact will work directly with Helsinki Commission members and staff to avoid undue criticism and negative commentaries from the Commission on Kazakhstan's democratic and human rights record, as well as with regards to its Chairmanship in the OSCE, in order to achieve a favorable review of Kazakhstan's progress in these areas.

Other projects in which Policy Impact will play a major role include refining or establishing a new official Web site for Kazakhstan in the United States; establishing an official Kazakhstan blog; build a pro-Kazakhstan site; and building Kazakhstan's Web 2.0 presence through social media and outreach to online news sources and popular bloggers.

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# Exhibit B

## Attachment 1

Copy of Agreement

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## **POLICY IMPACT COMMUNICATIONS, INC. SERVICES AGREEMENT**

This Consulting Agreement ("Agreement") is entered into by and between Policy Impact Communications (hereafter referred to as "PIC"), a valid and existing corporate entity with offices located at 1401 K Street, N.W., Suite 600, Washington, D.C. 20005, and the Embassy of the Republic of Kazakhstan in the United States of America (hereafter referred to as the "Embassy" or the "Client") located at 1401 16 Street, N.W., Washington, D.C. 20036.

HEREAFTER, the Client and PIC are referred to collectively as "Parties" and singularly as "Party"

NOW, THEREFORE, in consideration of the mutually agreed upon terms and conditions herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

### **1. Obligations of Policy Impact Communications**

1.1 PIC shall perform the Consulting Services and carry out its obligations hereunder with due diligence in accordance with the best interests of the Client. The PIC shall act, in respect of any matter relating to this Agreement or the Consulting Services, as faithful advisers to the Client, and shall support and safeguard the Client's legitimate interests in any dealings with third parties or other persons in relation to the Agreement. Notwithstanding the foregoing, PIC and its Personnel shall not be liable to the Client and the Client expressly releases PIC from any and all claims, liabilities costs and expenses excepting those that arise solely from the gross negligence or willful misconduct of PIC or its Personnel.

1.2 The Consulting Services shall include all services as outlined in Attachment A as approved by the Client. These Consulting Services shall be performed by its Chairman and Chief Executive Officer, William Nixon, and other employees of PIC.

1.3 On monthly basis PIC shall submit to Client the reports on the Consulting Services provided in accordance with Attachment A.

### **2. Term and Termination**

2.1 The initial term (the "Initial Term") of this Agreement shall be for one calendar year commencing on the date of signing the Agreement. After the Initial Term, the Agreement may be renewed by the Parties with signed written consent.

2.2 Notwithstanding any other terms contained here, this Agreement may be terminated for any or no reason, by either the Client or PIC, in either one's sole discretion, at any time prior to the end of the Initial Term or any subsequent term, but only upon thirty (30) days written notice to the other Party of such termination. This ensures that all pending activities

will be concluded before the end of the relationship. Such written notice shall be effective if hand delivered, or if delivered by certified mail, return receipt requested, to the other Party at the address listed in clause 5 of this Agreement. In the event of such termination, all compensation for the Consulting Services shall cease as of the date contained in the notice of termination, and no further compensation shall be paid or due.

2.3 PIC shall begin carrying out the Consulting Services on: (i) the date that the Advance Payment (as defined herein) is received by PIC; or (ii) the date of signing the Agreement.

### **3. Compensation**

3.1 The compensation to be paid by the Client to the account of PIC under this contract is \$1,500,000 US Dollars.

3.2 The first payment to PIC in the amount of \$500,000 US Dollars (the "Advance Payment") shall be made on or before May 1, 2009. The Parties agree that the rest amount of compensation will be divided into 4 installments to be paid in accordance with the schedule of payments set forth herein.

3.3 Schedule of Payments:

Number	Date	Amount
1 <sup>st</sup> Installment	July 1, 2009	\$200,000 US dollars
2 <sup>nd</sup> Installment	September 1, 2009	\$200,000 US dollars
3 <sup>rd</sup> Installment	November 1, 2009	\$200,000 US dollars
4 <sup>th</sup> Installment	December 31, 2009	\$400,0000 US dollars


3.4 Payments received after the 30 day period will be assessed a 1.5% late fee, which will compound monthly until payment is received. Further, work under this Agreement may be discontinued without notice if the account is overdue in excess of 30 days. PIC has the option of resuming services after payment of the arrearage and the late fees.

### **4. Independent Contractor**

4.1 PIC acknowledges that it is an independent contractor of the Client. Nothing in this Agreement shall be construed or interpreted as creating a relationship between the Parties other than that of an independent contractor. Under no circumstances is PIC to be considered an employee, agent, partner, joint venturer, or representative of the Client. Neither Party shall have authority, whether express, implied or apparent to bind the other Party to any agreement or make representations, or warranties, of any kind, or to contract on behalf of the other Party.

### **5. Miscellaneous Terms and Conditions**

5.1 Assignment. Neither Party shall assign or subcontract any portion of its obligations

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under this Agreement without the prior written consent of the other Party. Assignment or subcontracting shall in no way relieve the Party of any of its obligations under this Agreement.

5.2 Notices. Any communications to be given hereunder by either Party to the other shall be deemed to be duly given if set forth in writing and personally delivered or sent by mail, registered or certified, postage prepaid with return receipt requested, as follows:

Notices should be sent to PIC at the following address:

William H. Nixon  
Chairman and CEO  
Policy Impact Communications  
1401 K Street, NW  
Suite 600  
Washington, DC 20005

Notices should be sent to the Client at the following address:

Embassy of the Republic of Kazakhstan to  
the United States of America  
1401 16 Street, N.W.,  
Washington, D.C. 20036

Written notices shall be deemed communicated upon delivery at the correct address.

5.3 Governing Law. This Agreement shall in all respects be construed in accordance with and governed by the laws of the District of Columbia.

5.4 Legal Compliance. Both Parties agree to abide by the laws of the United States of America and the Republic of Kazakhstan when applicable, including but not limited to the U.S. Foreign Corrupt Practices Act (15 U.S.C. §§ 78dd-1, et seq.), which forbids U.S. citizens and companies from compensating foreign officials for the purpose of obtaining or keeping business.

5.5 In the event of any dispute, controversy or claim arising out of or relating to this Contract, the Services or a breach thereof, the parties hereto shall consult and negotiate with each other and, recognizing their mutual interests, attempt to reach a satisfactory resolution.

5.6 In the event that the Contract is terminated by Client or PIC, the parties will negotiate in good faith to reach an agreement regarding the amount of the Advance Payment both deem to have been earned by PIC up to the effective date of the termination of the Contract. Upon agreement as to the portion of the Advance Payment that is deemed by the Parties to have been earned, PIC will disburse the remainder of the unearned Advance

## Payment to Client.

5.7 Work Product. All documents, data, and records produced by PIC in carrying out the obligations and services under this Agreement shall become and remain the property of the Client. PIC shall be entitled to retain a copy of all such documents, data, and records for a reasonable time.


5.8 Conflict of Interest. The Client acknowledges that PIC shall have the right to render similar services to or on the behalf of others during the term of this agreement. However, PIC shall not begin representing others with interests in discord with the Client's interests.

5.9 Severability. This agreement is severable such that any provision of this agreement be or become invalid or unenforceable, the remaining provisions shall continue to be fully enforceable.

5.10 Captions. The paragraph headings of this Agreement are inserted for convenience only and shall not constitute a part of this Agreement in construing or interpreting any provision hereof.

5.11 Waiver; Consent. This Agreement may not be modified, in whole or in part, except by the written consent of both parties. No waiver of any of the provisions or conditions of this Agreement or any of the rights of a party hereto shall be effective or binding unless such waiver shall be in writing and signed by the party claimed to have given or consented thereto. Except to the extent that a party may have otherwise agreed in writing, no waiver by that party of any condition of this Agreement of breach by the other party of any of its obligations or representations hereunder or thereunder shall be deemed to be a waiver of any other condition or subsequent or prior breach of the same or any other obligation or representation by the other party, nor shall any forbearance by a party to seek a remedy for any noncompliance or breach by the other party be deemed to be a waiver by the first party of its rights and remedies with respect to such noncompliance or breach.

5.12 Confidentiality. PIC shall maintain the confidentiality of all trade and proprietary secrets including information given by the Ministry of Foreign Affairs of the Republic of Kazakhstan or by the Client and comprising official or commercial secrets in accordance with internal regulations of the Government of the Republic of Kazakhstan or which is not generally known and/or is not subject to disclosure and that may be disclosed in the course of fulfilling this Agreement unless prior consent from the Client is obtained. Information not covered includes information (a) which was already public knowledge at the time it was learned by the party, or which subsequently came into the public domain through no fault of PIC; (b) which is necessary or appropriate to disclose in order to comply with applicable laws; (c) which was lawfully received by the receiving party from a third party free of an obligation of confidence to such third party before such information is received from the Ministry of Foreign Affairs of the Republic of Kazakhstan or the Client; (d) which was already in the possession of PIC prior to the receipt thereof; (e) which is required to be disclosed in a judicial or administrative proceeding after all reasonable legal remedies for maintaining such information in confidence have been exhausted including, but not limited to, giving the

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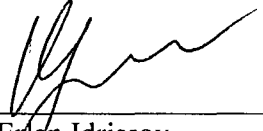
disclosing party as much advance notice of the possibility of such disclosure as practical so the disclosing party may attempt to obtain a protective order concerning such disclosure; or (f) which is subsequently and independently developed by employees, consultants, or agents of the receiving party without reference to the confidential information disclosed under this Agreement.

PIC shall require and shall use reasonable efforts to ensure that its all Personnel agree to observe and act in strict conformity with this provision and to maintain the confidentiality of the Agreement, the Consulting Services and all information received from Client and identified by Client as being confidential.

5.13 Entire Agreement. This Agreement constitutes the entire agreement between the Parties pertaining to the subject matter hereof, and supersedes all prior written or oral negotiations, agreements, representations, and understandings pertaining thereto. This Agreement shall be modified only by the written agreement signed by both Parties hereto. No covenant, representation, or condition not expressed in this Agreement shall affect or be deemed to interpret, change, or restrict the express provisions hereof.

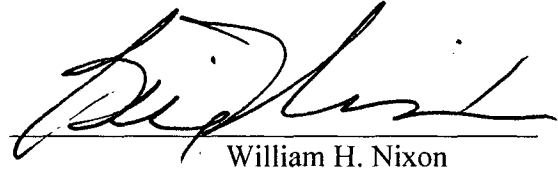
IN WITNESS WHEREOF, the Parties have executed this Agreement as of the dates set forth below.

THE EMBASSY OF THE REPUBLIC OF  
KAZAKHSTAN TO THE UNITED STATES  
OF AMERICA

  
Eylan Idrissov  
Ambassador

Date: 30 April, 2009

POLICY IMPACT COMMUNICATIONS

  
William H. Nixon  
Chairman and Chief Executive

Date: 30 April 2009

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Қазақстан Республикасының  
Елшілігі



Embassy of the Republic of  
Kazakhstan

Вашингтон қаласы

Washington, D.C.

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Letter of Agreement

Washington,  
"30" April, 2009

This letter confirms that the Embassy of Kazakhstan to the United States of America and the Policy Impact Communications agree that their cooperation under the Consulting Agreement signed on April "30", 2009 will begin on May 1, 2009 and continue for twelve months until May 1, 2010.

All provisions of the agreed scope of work, which is a part of the Consulting Agreement will be implemented in the period outlined above regardless of the specific beginning and ending dates of the Agreement.

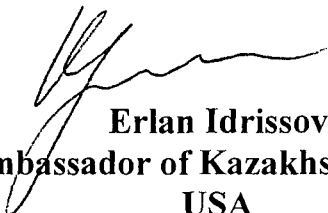
The schedule of activities will remain unchanged and planned program events for the period May 1, 2009 – May 1, 2010 will take place as outlined in Attachment A to the Consulting Agreement.


The Parties have agreed to reconsider the schedule of payments pursuant to 3.3 of the Consulting Agreement, except for the advance payment to PIC in the amount of \$500,000 US Dollars which remains unchanged. The revised Schedule of Payments shall be as is set forth below.

Schedule of Payments:

Number	Date	Amount
1 <sup>st</sup> Installment	August 1, 2009	\$200,000 USD
2 <sup>nd</sup> Installment	November 1, 2009	\$200,000 USD
3 <sup>rd</sup> Installment	February 1, 2010	\$200,000 USD
4 <sup>th</sup> Installment	May 1, 2010	\$400,000 USD

The parties will be responsible to deliver on their obligations as outlined in the Consulting Agreement and in this Letter of Agreement.

  
Erlan Idrissov  
Ambassador of Kazakhstan to the  
USA

  
William H. Nixon  
Chairman and CEO  
Policy Impact Communications

## **THE REPUBLIC OF KAZAKHSTAN**

### **PIC Agenda Objectives and Deliverables May 1, 2009 – May 1, 2010**

Policy Impact Communications, Inc. is honored to join the Republic of Kazakhstan as its public- and government relations firm of record in the United States of America. Among the most pressing issues of importance to Kazakhstan is to build upon its solid and growing reputation as an ally of the United States in Central Asia and a stable and expanding democracy that will serve as a cornerstone of peace, security, and economic growth in that strategic part of the world. Toward this end—and based on directives provided by the Embassy of the Republic of Kazakhstan—Policy Impact will undertake a comprehensive program with the following priorities:

1. Remove the Certification language and process regarding the Republic of Kazakhstan from the Foreign Operations Appropriations Act report language.
2. Improve trade and economic relationships between Kazakhstan and the United States by repealing Jackson-Vanick restrictions (S. 282 and H.R. 876).
3. Successfully complete the formation and influential implementation of the Central Asia Caucus.
4. Build a positive image of Kazakhstan and reinforce its strategic, political, and economic objectives through an aggressive earned media campaign, events and programs, and increased Capitol Hill presence.

Each of these objectives will be addressed in order of priority, outlining the strategy and tactics, followed by anticipated deliverables in the first year of the relationship.

#### **Objective 1**


**Remove the Certification language and process regarding the Republic of Kazakhstan from the FY 2010 Foreign Operations Appropriations Act.**

#### **Strategy and Tactics**

1. Work with House allies on Capitol Hill to communicate directly with Chairwoman Nita Lowey (D-NY) of the House Appropriations Subcommittee on Foreign Operations to express opposition to Kazakhstan's listing. Leverage other assets on the subcommittee including Barbara Lee (D-CA) and Steve Israel (D-NY).
2. Work with Senate allies on Capitol Hill to communicate directly with Chairman Daniel K. Inouye (D-HI), Vice Chairman Thad Cochran (R-MS), and Foreign Operations Subcommittee leaders Patrick Leahy (D-VT) and Judd Gregg (R-NH), as well as key members Tom Harkin (D-IA), Barbara Mikulski (D-MD), Mary Landrieu (D-LA), Tim Johnson (D-SD), Robert Bennett (R-UT), Christopher Bond (R-MO), and Sam Brownback (R-KS) to build support for removing certification language regarding the Republic of Kazakhstan.

#### **Key Deliverables in Year One**

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- Have already secured critical letter from Chairman Eni Faleomavaega to Chairwoman Lowey expressing opposition. (Letter was submitted to Ambassador Idrissov on April 1, 2009, meeting Chairwomen Lowey's deadline for comments).
  - Secure a similar critical letter from a prominent ally on the Senate side to Chairman Leahy and Chairman Inouye.
  - Coordinate continued strategy to exclude certification process through careful communication from other allies, as well as information from Congressional Research Services.
  - Identify a lead Senator and a lead Representative who will successfully advocate for removal of the "certification" language.
  - Proceed to implement strategy based on sensitive direction received from allies and research services in order to make sure that the "certification" language is not inserted in the FY 2010 Foreign Operations Appropriations Act.
3. Coordinate media agenda to improve Kazakhstan's image, tracking stories that are both negative and positive and responding in kind.
4. Using allies on Capitol Hill communicate with United States Secretary of State Hillary Clinton concerning the certification process, educating the Department of State concerning Kazakhstan's progress in human rights.

## Objective 2

### Repeal of the Jackson-Vanick restrictions (S. 282 and H.R. 876).

#### Strategy and Tactics

1. Make effective use of the support that has been acquired and work that has been done already by the Embassy on the Hill.
  - Implement Embassy's arrangement with Rep. Berkley to introduce a relative legislation.
  - Work with a list of Members who have already shown support for the repeal
  - Capitalize on the existing support of the Jewish advocacy organizations both in the U.S. (NCSJ) and in Kazakhstan and worldwide (Euro-Asian Jewish Congress).

E.J. 

2. Enlist the support of key Senate and House Members for the relevant legislation ("To Authorize the Extension of Non-Discriminatory Treatment – Normal Trade Relations Treatment – to the Products of Kazakhstan"), beginning with key supporters of Kazakhstan in both chambers of Congress, using this base to promote passage of these measures through the Senate Finance and House Ways and Means Committees, respectively.
- Senate base support: *Richard Lugar (R-Indiana – sponsor of S. 282); Orrin G. Hatch (R-Utah); Bob Bennett (R-Utah); Mary L. Landrieu (D-Louisiana); Sam Brownback (R-Kansas); Lisa Murkowski (R-Alaska); Joseph Lieberman (I/D-Connecticut); and Bob Corker (R-Tennessee).*
  - House base support: Members of the Central Asia Caucus and Members of the Friends of Kazakhstan Caucus.
  - Capitalize on working relationship with *Chairman Eni F.H. Faleomavaega* of the House Foreign Affairs Subcommittee on Asia, the Pacific and Global Environment, which has broad jurisdiction over U.S. foreign policy affecting Central Asia.
  - Prepare and disseminate "Dear Colleague" letters, floor statements and extension of remarks by core supporters and Caucus members.

#### **Key Deliverables in Year One**

- Promote at least one hearing on Jackson-Vanick in either the U.S. Senate or the House of Representatives before the August recess.
- At least three Senate floor statements in support of S. 282.
- At least six House floor statements and/or extension of remarks in support of a relevant legislation. High news value events to which floor statements and related media reports and op-ed could be tied include: the Conference on Kazakhstan's Model of Interethnic and Interreligious Accord in the Hague, Netherlands, May 2009; Part II of the 17th OSCE Economic and Environmental Forum in Athens, Greece, May 18-20 2009; III Congress of Leaders of World and Traditional Religions, Astana, July 1-2, 2009; Euro-Atlantic Partnership Cooperation (EAPC) Security Forum, Astana, June 24-25, 2009 and other significant events which will be suggested by the Embassy.
- Organize at least four individual briefings by the Ambassador, with key reporters, columnists, and economic writers, such as Thomas Friedman of *The New York Times*, relevant to the repeal of Jackson-Vanick.
- Disseminate at least two "Dear Colleague" letters related to Jackson-Vanick, emphasizing Kazakh progress in human rights and Democracy.
- Track all negative commentary toward Kazakhstan and any attempts to foment opposition to the proposed repeal of Jackson-Vanick and respond to it in a timely appropriate manner, using authoritative surrogates.

E. I.



3. Meet with key members and staff of the Senate Finance and House Ways and Means Committees to work for passage of S. 282 and a relative H.R., accession to the WTO, and MFN.

#### **Senate**

*Max Baucus, Chairman (D-Montana – Russ Sullivan, Chief of Staff; Dimetrios J. Marantis, Chief International Trade Counsel); Charles E. Grassley, Ranking Minority Member (R-Iowa – David Ross, International Trade Counsel); John D. "Jay" Rockefeller, IV (D-West Virginia); Orrin G. Hatch (R-Utah); Kent Conrad (D-North Dakota); Olympia J. Snowe (R-Maine); Jeff Bingaman (D-New Mexico); John Kyl (R-Arizona); John Kerry (D-Massachusetts); Jim Bunning (R-Kentucky); Michael D. Crapo (R-Idaho); Bill Nelson (D-Florida); John Ensign (R-Nevada); Ron Wyden (D-Oregon); Michael B. Enzi (R-Wyoming); Charles E. Schumer (D-New York); John Cornyn (R-Texas); and, Debbie Stabenow (D-Michigan)*

#### **House**

*Charles Rangel, Chairman (D-New York – John Buckley, Chief Tax Counsel / Viji Rangaswami, Deputy Staff Director, Subcommittee on Trade / Alex Perkins, International Trade Counsel); Dave Camp (R-Michigan – Angela Ellard, Chief Trade Counsel, Minority); Pete Stark (D-California); Wally Herger (R-California) T\*; Sander M. Levin (D-Michigan) T-Chair; Sam Johnson (R-Texas); Jim McDermott (D-Washington) T; Kevin Brady (R-Texas) T-Min.; John Lewis (D-Georgia); Paul Ryan (R-Wisconsin); Richard E. Neal (D-Massachusetts) T; Eric Cantor (R-Virginia); John S. Tanner (D-Tennessee) T; John Linder (R-Georgia); Xavier Becerra (D-California); David Nunes (R-California) T; Lloyd Doggett, (D-Texas) T; Pat Tiberi (R-Ohio); Earl Pomeroy (D-North Dakota) T; Ginny Brown-Waite (R-Florida); Mike Thompson (D-California); Geoff Davis (R-Kentucky) T; John B. Larson (D-Connecticut); Dave G. Reichert (R-Washington) T; Earl Blumenauer (D-Oregon); Charles W. Boustany, Jr. (R-Louisiana); Ron Kind (D-Wisconsin); Dean Heller (R-Nevada); Bill Pascrell, Jr. (D-New Jersey); Peter J. Roskam (R-Illinois); Shelley Berkley (D-Nevada); Joseph Crowley (D-New York); Chris Van Hollen (D-Maryland) T; Kendrick Meek (D-Florida); Allyson Y. Schwartz (D-Pennsylvania); Artur Davis (D-Alabama); Danny K. Davis (D-Illinois); Bob Etheridge (D-North Carolina) T; Linda T. Sanchez (D-California) T; Brian Higgins (D-New York); and, John A. Yarmuth (D-Kentucky).*

#### **Key Deliverables in Year One**

- Create a coalition of at least 20 co-sponsors of S.282 and a relative H.R. in the first three months.
- Work directly with the leadership and staff of House Ways and Means committee and its Trade Subcommittee, as well as with Senate Finance Committee and its International Trade Subcommittee, to get the legislation passed out of the committees before the August recess and voted on in the U.S. Senate and House of Representatives.

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\* "T" identifies a member of the Subcommittee on Trade.


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- Build support within the American Jewish community for repeal of the Jackson-Vanick restrictions, including at least three letters of support from key organizations and one op-ed in a major newspaper (WSJ, Washington Post).
  - Field at least three articles and/or op-eds related to congressional consideration of the repeal of the J/V restrictions from Kazakhstan. These can be tied into key events, including: the Second Astana Economic Forum attended by the Nobel Laureates in Economics; the Conference on Kazakhstan's Model of Interethnic and Interreligious Accord in the Hague, Netherlands, May 2009; Part II of the 17th OSCE Economic and Environmental Forum in Athens, Greece, May 18-20 2009; III Congress of Leaders of World and Traditional Religions, Astana, July 1-2, 2009; Euro-Atlantic Partnership Co-operation (EAPC) Security Forum, Astana, June 24-25, 2009 and other significant events which will be suggested by the Embassy. Emphasis will be placed on Kazakhstan's increasing importance as a global economic player, progress in human rights, as reasons for repealing Jackson-Vanick.
  - Enlist support of American corporations working in Kazakhstan.
4. Work directly with the United States Trade Representative (USTR) to develop an advocacy within that organization for granting Most Favored Nation trading status to the Republic of Kazakhstan, as well as to conclude Kazakhstan's accession to the World Trade Organization.
- *Ron Kirk, US Trade Representative*
  - *Timothy Stratford, Assistant USTR for China*
  - *Assistant USTR for South and Southwest Asia Michael J. Delaney (in charge of the U.S. trade cooperation in Central Asia)*
  - *Assistant USTR for World Trade Organization and Multilateral Affairs Matt Rohde (in charge of the WTO bilateral negotiations with Kazakhstan)*

#### **Key Deliverables in Year One**

- Hold one USTR congressional briefing related to Kazakhstan followed by a high-level USTR meeting with Kazakhstan officials.
- Use briefings with USTR and Congress to inform concerning Kazakhstan's efforts to resolve trade and contractual disputes with American firms, relating to steel, titanium, and uranium.
- Provide information to USTR and Congress regarding Kazakh efforts to ensure fairness in access to markets.
- Capitalize on the PIC's good relationship with Timothy Stratford to directly influence Michael J. Delaney and Matt Rohde in order to provide favorable conditions for Kazakhstan's WTO accession process, its goals and objectives within the Trade and Investment Framework Agreement between U.S. and countries of Central Asia (TIFA).

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- Provide the Embassy with inside information on the particular details of the USTR negotiation strategy with regards to Kazakhstan's accession to WTO.
5. Leverage congressional relationships and staff transitions to build solid relationships with the foreign policy team of President Barack Obama, including with Secretary of State Hillary Clinton and her foreign policy team, as well as with Vice President Joe Biden and his experts.

#### **Key Deliverable in Year One**

- Organize and execute by the end of 2009 at least one State Department congressional briefing that includes information and dialogue related to these three key areas.

### **Objective 3**

**Successfully complete the formation and influential implementation of the Central Asia Caucus.**


#### **Strategy and Tactics**

1. **U.S. Congressional Caucus on Central Asia.** Necessary to the success of advancing U.S.-Kazakhstan relations to promote the strategic, political, and economic objectives of the Republic of Kazakhstan is the creation of the U.S. Congressional Caucus on Central Asia. Among the key objectives included in the creation of the Caucus will be repeal of the Jackson-Vanick restrictions. The Caucus's other primary objective will be to prevent insertion of the "certification" clause in the FY 2010 Foreign Operations Appropriations Act. This Caucus will not only provide a stable and legitimate voice on interests related to Kazakhstan, but will ensure that focus on Kazakhstan is not lost as the new administration of President Barak Obama concentrates on restoring bilateral relations with Russia. In this way, the Central Asia Caucus will be critical to each of the objectives contained in this proposal.

- Policy Impact has already played an instrumental role in the creation of the Central Asia Caucus.
- The Caucus and its leadership have already been established and approved by the U.S. House of Representatives, with *Representative Eni F.H. Faleomavaega (D-American Samoa)*, Chair; and, *Representative Howard "Buck" McKeon (R-California)*, Co-Chair.\*
- Other Members of the U.S. House of Representatives who are considered likely to join the Caucus include: Representatives *Joe Barton (R-Texas)*; *Rob Bishop (R-Utah)*; *Madeleine Z. Bordallo (D-Guam)*; *Donna Christensen (D-Virgin Islands)*; *James Clyburn (D-South Carolina)*; *Emanuel Cleaver (D-Missouri)*; *John Conyers (D-Michigan)*; *Joseph Crowley (D-New York)*; *William D. Delahunt (D-Massachusetts)*; *Eliot Engel (D-New*

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\* Names in italics throughout the document indicate an existing strong relationship between the individual and Policy Impact Communications.

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York); Jeff Flake (R-Arizona); Alcee L. Hastings (D-Florida); Wally Herger (R-California); Maurice D. Hinchey (D-New York); Mazie Hirono (D-Hawaii); Sheila Jackson-Lee (D-Texas); Eddie Bernice Johnson (D-Texas); Peter King (R-New York); Gregory W. Meeks (D-New York); Donald A. Manzullo (R-Illinois); Jim Matheson (D-Utah); Jim McDermott (D-Washington); Charlie Melancon (D-Louisiana); Solomon P. Ortiz (D-Texas); Donald M. Payne (D-New Jersey); Mike Pence (R-Indiana); Joseph R. Pitts (R-Pennsylvania); George Radanovich (R-California); Nick J. Rahall (D-West Virginia); Charles B. Rangel (D-New York); Dana Rohrabacher (R-California); Pete Sessions (R-Texas); Brad Sherman (D-California); John S. Tanner (D-Tennessee); Bennie G. Thompson (D-Mississippi); Patrick J. Tiberi (R-Ohio); Diane E. Watson (D-California); Melvin L. Watt (D-North Carolina); and, Robert Wexler (D-Florida).

- Key professional staff for the Caucus will include: *Dr. Lisa Williams (Faleomavaega)* and *Ryan Crumpler (McKeon)*.
- Policy Impact will develop a strategy that would utilize the potential of the existing Congressional Friends of Kazakhstan Caucus, while preserving and further developing good will and positive attitudes of the Caucus's co-chairs and members towards Kazakhstan and the Embassy.


#### **Key Deliverables in Year One**

- Secure support and membership in the Central Asian Caucus of all 14 members of the Friends of Kazakhstan Caucus.
  - Sign up at least sixteen new members of the Caucus in the first three months and assure a membership of at least one committee chairman and two subcommittee chairmen with the jurisdiction over areas of interest to Kazakhstan (in consultations with the Embassy).
  - Coordinate three Central Asia Caucus events in the first year, including a media-oriented inauguration, and two events focused on security and energy (outlined below).
  - Achieve a congressional delegation to visit Kazakhstan in July 2009 in conjunction with the III Congress of Leaders of World Religions.
  - Achieve a Senate CoDel to visit Kazakhstan by the end of 2009.
2. Utilize the Caucus to secure support for Kazakhstan's chairmanship in the Organization for Security and Cooperation in Europe (OSCE) and achieve a favorable position in the U.S. Department of State toward holding an OSCE summit in Kazakhstan in 2010.

#### **Key Deliverable in Year One**

- Work directly with Helsinki Commission members and staff to prevent the Commission's criticism and negative commentaries of Kazakhstan's democratic

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and human rights record, as well as with regards to its Chairmanship in the OSCE, in order to achieve a favorable review of Kazakhstan's progress in these areas.

- Enter by the end of 2010 at least three positive statements in the Congressional Record by allies in Congress.
- Hold at least one hearing by the Helsinki Commission with participation of the State Department senior representatives to influence the DOS to support holding an OSCE summit in Kazakhstan in 2010.

#### Objective 4


**Build a positive image of Kazakhstan and reinforce its strategic, political, and economic objectives through an aggressive earned media campaign, events and programs, and building positive support in the think tank and human rights communities.**

#### Strategy and Tactics

1. Conduct a comprehensive public relations campaign, using government assets such as the Central Asia Caucus, Kazakh Caucus, foreign policy experts, and top journalists, to create regular and favorable coverage of Kazakhstan in prestige American media to increase and sustain a positive image of the country, its people, and the leadership of President Nazarbayev.

#### Key Deliverables in Year One

- Create and publish the Kazakhstan *Daily Digest*, beginning the first month.
- Make effective use and necessary adjustments to the Embassy's weekly News Bulletin.
- Place at least four articles or op-eds by prominent experts and opinion-makers in prestige media, such as *The New York Times*, *The Washington Post*, and *The Wall Street Journal*. These will be based on authentic news hooks, including activities related to Kazakhstan-U.S. relations, as well as activities driven by Congress and outcomes of academic and think tank research and reports. Major news events may include, but will not be limited to: The Third Congress of Leaders of World and Traditional Religions; The Annual Meeting of NATO's Euro-Atlantic Partnership Council; President Nazarbayev's annual State of the Nation Address; as well as Kazakhstan's Independence Day, and other value-oriented occasions directed by the Embassy.
- Assure timely and effective coverage in the media and on the Web of positive activities (statements for CR, State Department briefings, congressional hearings, think tank conferences, etc.).

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2. Arrange and conduct visits to Kazakhstan by high-ranking U.S. administration and congressional officials, as well as key media and opinion leaders through the Committee on Foreign Affairs in the U.S. House of Representatives and, specifically, the Subcommittee on Asia, the Pacific and the Global Environment, as well as leading think tanks.

- Congressional Delegations led by Representative Eni F.H. Faleomavaega, chairman of the Subcommittee on Asia, the Pacific and the Global Environment or by other committee and subcommittee chairmen – members of the Caucus.
- Possible delegations of top congressional staff sponsored by government or non-profit coalition or think tank.
- Private media tour of Kazakhstan.

**Key Deliverable in Year One**

- At least one congressional staff delegation and one congressional delegation (in addition to July Codel) to visit Kazakhstan in the first year.

3. Leverage relationships with think tanks, foundations, and professional groups to build coalitions and include discussion and study of U.S.-Kazakhstan relations as part of their conferences and symposia on security and foreign policy.

- Related organizations and individual specialists may include but will not be limited to: The Foundation for the Defense of Democracy (*Cliff May*, President; and, *Mark Dubowitz*, Executive Director); American Enterprise Institute (*David Gerson*, Executive Vice President; and, *Claude Barfield*, Resident Scholar and Director); Heritage Foundation (*Edwin J. Feulner*, President; *Ernest Istook*, Distinguished Fellow; and, *Ariel Cohen*, Senior Research Fellow); Brookings Institute (*Johannes F. Linn*, Executive Director); Center for Strategic and International Studies (*Cory Welt*, Deputy Director); CATO Institute (*Gary Pecquet*; *Leon Taylor*; *Jay Johnson*); SAIS (*Fred Starr*, Chairman & Research Professor, the Central Asia Caucus Institute; and *Svante Cornell*, Research Director); The Jamestown Foundation (*Vladimir Socor*, Senior Fellow).
- Additional related organizations and individual specialists will be identified in consultations with the Embassy.

**Key Deliverables in Year One**

- Include Kazakhstan, its progress and strategic importance in these three areas, in at least one think tank high-profile annual conference with the participation of prominent foreign policy authoritative figures (*Madeleine Albright*, *Zbigniew Brzezinski*, *Henry Kissinger*, *James Baker*).

4. Capitalize on media relations and news opportunities to promote Kazakhstan with reporters, editors, and editorial boards, while at the same time monitoring coverage

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through use of the *Policy Impact Daily Digest* to control adverse articles by writers known to be critical of the nation.

- *Fred Hiatt, Editorial Page Editor, The Washington Post*
- *Peter Finn, The Washington Post*
- *David L. Stern, The New York Times*
- *Liliya Erzhanova, The Associated Press*
- *Susan Schmidt, The Wall Street Journal*
- *Glen R. Simpson, The Wall Street Journal*
- *Sarah Hofius, The Times-Tribune*
- *Doug Bandow, The American Spectator*

#### Key Deliverable in Year One

- Constructively engage NGOs, particularly *Human Rights Watch, Freedom House, Reporters Without Borders, National Endowment for Democracy, National Democratic Institute, the National Republic Institute, and Amnesty International*, to be accurately informed on Kazakhstan's progress in human rights and to issue a favorable report.
  - Conduct comprehensive audit of Kazakhstan's presence on the global Internet to determine prime sources of information for Americans and general attitudes and opportunities to provide positive news.
  - Based on the outcome of the audit mentioned above, undertake improvements to Kazakhstan's official Web site in the United States and/or establish a new Web site.
  - Establish a legitimate blogger and build the content, reputation, and influence of a pro-Kazakhstan site.
  - Build Kazakhstan's Web 2.0 presence through social media and outreach to online news sources and popular bloggers.
5. Organize events at the Embassy, on Capitol Hill, and throughout Washington aimed at introducing officials, staff, business leaders, and the media to Kazakhstan's rich culture, history, and opportunities.
- Lunches with Ambassador, industry-specific programs focusing on investment opportunities in Kazakhstan, cultural programs at the Embassy, and "field trips" to parts of the U.S. to highlight U.S.-Kazakh business and cultural relations.

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